

Media Summit

3/2

22 x email

Dear Darcy,

We see that you are speaking at the Media Summit this week in New York. The State of Bavaria U.S. Office for Economic Development is also attending this conference and would like to meet with you, if you are considering expansion to Germany.

We are a representative office of the German State of Bavaria in New York. We provide **free of charge and completely confidential** assistance to American companies interested in expanding to Europe. U.S. executives and investors can save valuable time and effort with our professional services including for example:

- comprehensive economic information and information on potential financial support programs
- identifying the most favorable sites and facilities based on your specific expansion criteria
- liaison to valuable contacts in the Bavarian business and government communities
- assistance with administrative formalities
- aftercare support

Bavaria is Germany's leading Media Cluster comprised of an estimated 20,000 media companies and 200,000 employees with an annual turnover of 30 billion euros including companies such as Big Band Networks Germany, Buena Vista International, Harris Broadcasting Corporation, Condé Nast Verlag GmbH, Discovery Communications Deutschland GmbH and yahoo! Deutschland GmbH, Kabel Deutschland (KDG), Astra Platform (APS), Premiere, Random House and many more.

I thank you for your consideration and look forward to hearing from you.

Very truly yours,

Jan Danisman
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Dear <Salutation>:

If <Company> is considering business expansion to Germany, it would be our pleasure to introduce you to the German State of Bavaria's strategic advantages during the NABSHOW 2010 in Las Vegas and to the cost-free support that the State of Bavaria offers. We can help you by:

- providing valuable information to support your European expansion planning and analysis
- providing necessary introductions to key media contacts and resources
- exploring potential opportunities for financing and incentives according to funding criteria and qualifications
- assisting with site inspections according to your criteria and strategic goals

Bavaria is the No. 1 media center in Germany and one of the top media locations in Europe. Bavaria provides a strong market potential for U.S. Media and Information & Communication companies in printing and publishing, film production, film, radio and television, multimedia and internet.

We would like to invite you to visit us at the Bavarian Pavillion (booth # **C12438**) to learn more about Business Location Bavaria and the advantages for your company, to find business partners in Bavaria and to meet with participating Bavarian companies. We thank you for your consideration and we look forward to meeting you next week at the NAB.

Very truly yours,

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